

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.  
104

Printed in U.S.A.

201-C4-REQ# N-98028-"FULL FLAVOR III-BIGIP"-Page 4/C Bleed (5 5/8" x 7 3/4") Salute, 1987

**New!**  
Taste and Compare...

Full  
Flavor  
**Cambridge**  
Generic  
Price.



16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

MS suggested retail price.

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G. Miller/M. Caulfield/D. Klaproth/J. Dennett



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